

國內旅行社品牌形象與知覺價值對顧客滿意影響之研究：以赴大陸旅遊團為例

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摘要

過去旅遊業為了追求利潤，大量的推銷產品並將產品推銷給消費者，殊不知消費者真正的需求為何。而創造良好的品牌形象，讓顧客產生美好的價值感，並重視顧客的滿意度是旅行業者重要的經營策略之一。由於旅行業者正面臨激烈的競爭，因此有必要探討旅客對旅行社認同程度以及對旅遊行程的滿意度，作為大陸觀光旅遊發展之依據。本研究主要目的是探討國內旅行社的品牌形象、知覺價值對顧客滿意的影響。本研究以北中南地區參加大陸旅遊團的旅客為對象，經驗證本研究所提假設，其結果顯示：一、國內旅行社的品牌形象會正向影響旅客知覺價值。二、國內旅行社的知覺價值會正向影響旅客的滿意度。三、國內旅行社的品牌形象會正向影響旅客的滿意度。

關鍵詞：品牌形象;知覺價值;顧客滿意度

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